

## **PROSPECTUS**

### **City of Albuquerque**

#### **Public Art Program**

## **Commission of a Work of Art for the Broadway/Avenida César Chávez Blvd. Intersection**

**LOCATION/CONTEXT:** The intersection of Broadway SE and Avenida César Chávez Blvd. in Southeast Albuquerque is the heart of the South Broadway Neighborhood. The renaming of (formerly) Bridge Street to Avenida César Chávez points to the importance of César E. Chávez for this community in transition. The neighborhood and its governing Association (the South Broadway Neighborhood Association) have embraced the man, Chávez, his life's work and the ideal of Chávez as embodied by his association with justice, equality and racial harmony as standards for a redeveloping, revitalized community.

An ongoing process of neighborhood identification and the revitalizing of housing and businesses in this area have produced a master plan that calls for linking the corners of Broadway/Avenida César Chávez with a landmark artwork in honor of Chávez, his life and the ideals embodied in his organizing work.

#### **PROJECT INTENT/THEME**

This project will continue to elaborate on the theme, established in the aforementioned master plan, of honoring César Chávez, Dolores Huerta and the values of the United Farm Worker movement, especially nonviolent social change and multicultural diversity. Education of the community about Chávez, his associations and his dedication to the ideals previously stated are a major theme of this project. Suitability of scale and prominence should mesh with the community's aspirations to use this initial monument as an educational tool. Both the northwest and southwest corners of the intersection will be addressed in this art project. To link the corners and provide visual impact, the two elements should be visually and thematically related, even though separated by a busy roadway. The project should be clearly visible from all approaches to the intersection made by both pedestrians and vehicles. The works should be conceived, constructed and finished in a manner that will distinguish the South Broadway area as unique and significant within the City of Albuquerque. The project must also be in keeping with the theme already established in the northwest corner landscaping/hardscape and fitting in with the direction of the overall project so far.

**SITE:** The northwest corner of the intersection provides the most space and has therefore been dedicated as an area for public events and a symbolic farm, to remind visitors of the connection with improvements of working conditions for farm laborers, so closely linked with the life of Chávez. A "carpa" or tent-like structure is present to provide shade and a focal point for future plans to hold events for neighborhood residents. Landscaping and hardscaping have already begun on this corner. The Southwest corner while smaller, should be complementary and visually connected and reflect a clear relationship to the Northwest corner. The southwest corner offers space for eventual landscape/hardscape and the element linking it to the Northwest corner.

**MEDIA/STYLE/SIZE:** The work of art must be fabricated in durable, permanent, outdoor media that is safe, easily maintained, such as, but not limited to: steel or other metals, tile, stone, or a combination of media. The committee will consider newer materials that have proven their viability in public artworks such as fiberglass and LED lighting applications as appropriate to the particular proposed and accepted work. Styles to be considered could be abstract, literal, figurative, impressionistic, and conceptual - a broad range of expressions. There could be strong use of color, and/or a variety of textures, shapes, and patterns. The scale of the artwork should be appropriate to the site, and appropriate to the spirit of homage.

**PROJECT FUNDS:** \$100,000 is available to commission a work or works of art for the northwest and southwest corners of Avenida César Chávez and Broadway SE. The Public Art Program will consider assisting with foundations and infrastructure if the project warrants. The source of funds for this project is General Obligation Bonds - 1% for Art – Department of Transportation.

APPLICATION/SELECTION PROCESS: This is an open competition for all artists.

Finalists may be asked to submit further information and/or models.

Eligibility: All Albuquerque public art projects comply with the Albuquerque Public Art Program Guidelines (October, 2001). This project is covered by the following provisions:

Section VI. G.

2. If an artist has a current, open contract with the City, the artist is not eligible to apply for a new Project until the Notice of Acceptance has been issued. This clause may be waived at the discretion of the Arts Board.
3. Employees of the City of Albuquerque are not eligible to receive City of Albuquerque funds for Works of Art.
4. Non-Discrimination Clause: The Public Art Program shall not discriminate against any artists on the basis of race, color, religion, national origin or ancestry, disability, age, gender, Vietnam Era or disabled veteran status, sexual orientation or medical condition.

Materials -

Artists must submit the following items for the project:

- 1) A letter of intent (hard copy), not to exceed two pages, which includes a description of your ideas and the proposed media in which the artwork will be fabricated.
- 2) Visual representations on 1-3 sheets of paper, not to exceed 8 1/2" by 11" each, of your ideas for the work of art with views that indicate 3-dimensionality and includes design details, scale, colors, texture, etc.
- 3) A current resume (hard copy) including statements regarding your artwork/art education, etc.; no more than 2 pages. Brief exhibition records only, please.
- 4) We are requesting digital images for this proposal. Images should be sent in the form of a CD, created in a standard format; JPEG, TIF, GIF or BMP. Please label CD with name of artist and project title.
- 5) An image key, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, and year of completion.
- 6) As part of the submission please submit a basic budget outline for the project, to be reviewed by Public Art Program Staff. Remember to include various costs that will be the artist's responsibility to provide such as engineered construction drawings of the project, executed and stamped by a licensed New Mexico Engineer, insurance, possible moving charges, materials etc. For more information about this please call the Art Program.
- 7) Self-Addressed Stamped envelop (SASE) to return your materials- large enough to adequately accommodate your materials.

DEADLINE FOR SUBMISSION: Submissions must be in the Public Art Office by 5:00 p.m., Friday, January 5, 2007.

Send submissions to: City of Albuquerque, Public Art Program, CIP/DMD, PO Box 1293, Albuquerque, New Mexico 87103; Deliver submissions to

City of Albuquerque, Public Art Program, One Civic Plaza NW, Room 304

QUESTIONS/FOLLOW UP: Questions about the project may be directed to Dan Fuller at the Albuquerque Public Art Program (505) 768-3837 or email: [dfuller@cabq.gov](mailto:dfuller@cabq.gov)